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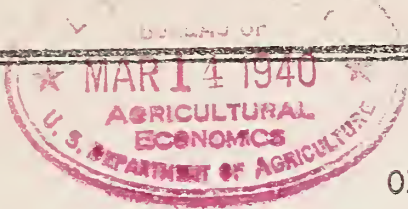
Marketing Activities

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ONLY \$7.72

- By M. O. Cooper -

Last November an Iowa farm woman received an advertisement from a Chicago poultry dealer which read as follows: "We guarantee to pay you one-half cent over top market day of arrival, net no commission, on your live poultry shipments." Poultry producers were urged to take advantage of this "exceptional offer," to "ship heavily every day," and to "keep shipments rolling."

All in all it was an attractive offer -- somewhat better than could be obtained in the home market. So Mrs. Iowa Farmwife crated up 72 White Rock "springs" and shipped them to the Chicago dealer. At the prevailing price of 14 cents per pound -- plus the half-cent "guaranteed" by the dealer -- she was entitled to a check for \$36 on the basis of net weight.

But it didn't work out that way. When the mailman stopped at the farm a few days later with her check, she found that it was made out for only \$28.28. A letter to the poultry dealer brought the reply that her chickens were "poor and thin stock," grading not better than No. 2's, for which the prevailing market price was 12 cents per pound. She was properly indignant, for the dealer's advertisement had made no mention of grade. After turning the matter over in her mind, she requested the Department of Agriculture to make an investigation.

Under the Packers and Stockyards Act false representations by Federally licensed poultry dealers are unlawful, and it was found that Mrs. Farmwife was entitled to reparation. Although formal action could have been instituted the whole affair was settled amicably. The poultry dealer agreed to refrain from using ambiguous and misleading advertising in the future. And he sent the lady a check for \$7.72, which represented payment at the rate of 14½ cents per pound, net weight.

Producers Protected

In obtaining that reparation award of \$7.72 -- an insignificant sum in itself -- a much larger sum was involved. That dealer had mailed a great many advertisements to poultry producers in the Middle West. And other shippers undoubtedly had been victimized in the same way, although none of them made a protest to the Federal authorities. Bringing this one case to light prevented a continuation of the abuse.

Special Articles in This Issue

Only \$7.72

By - M. O. Cooper.....	Page 1
Roadside Markets in 1940	
By - Caroline B. Sherman.....	Page 7
A Different Kind of Market Report	
BY - Harry W. Henderson.....	Page 13

This instance illustrates one of the two major purposes of the Packers and Stockyards Act--preventing malpractices on the part of persons engaged in handling livestock at public stockyards and at packing centers, or on the part of persons dealing in and handling live poultry in interstate commerce in areas designated by the Secretary of Agriculture. Abuses are broadly defined as unfair, unjustly discriminatory and deceptive practices, or the control of prices and the establishment of monopolies.

It might be noted in passing, however, that not all stockyards and poultry markets come under the provisions of the Act. There are hundreds of small markets which continue to do business with no supervision by the Federal Government.

But all of the important markets are under Federal supervision. At the present time 193 stockyards are "posted," and approximately 4,000 market agencies and dealers are registered to operate at such stockyards. Sixteen poultry markets are under supervision, and about 1,700 licenses are in effect at those markets.

Market Ethics Maintained

A field force of supervisors, investigators, and accountants are stationed at the principal livestock centers throughout the country. The supervisors keep their eyes on marketing conditions. They receive and investigate informal complaints relating to unfair practices, and they see that stockyard companies, market agencies, dealers, and poultry licensees comply with provisions of the Act in the handling of livestock and live poultry. Complaints relative to the activities of packers in the purchase of livestock at the stockyards are usually looked into by the supervisors and special investigators.

Complaints at points away from the public markets are generally handled by special investigators. Accountants assist the investigators by making audits of the books and records of persons subject to jurisdiction. They also make financial audits and tabulations of books and records of stockyard companies and market agencies in preparation for hearings on rates and charges.

Charges Must be Reasonable

The second major purpose of the Packers and Stockyards Act is the determination of reasonable charges for the use of the stockyard's facilities and for services rendered. This function is somewhat similar to the regulation of rates charged by electric light and gas companies. The courts have laid down certain rules that must be observed in proceedings of this kind, and these rules are followed in stockyard rate cases. They involve the determination of the fair value of the property used by the stockyard company in rendering the services for which the rates under investigation are charged and the fixing of a fair rate of return on that value.

Markets which are not posted under the Act or are not under some form of State control are under no legal restraint as to the charges they make, and the charges may be varied from time at the whim of the owner. Last summer a shipper consigned about \$29,000 worth of cattle to a small unregulated market. After the cattle were sold, the stockyard operator deducted about \$5,000 from the proceeds for his services. Had the shipper marketed his stock through a posted stockyard it is estimated that the charges collected by the stockyard company and the commission firm would have been about \$250. The shipper complained about the exorbitant charges he was forced to pay, but since the livestock had been sent to a market not subject to the provisions of the Packers and Stockyards Act, he could not obtain assistance from the Department of Agriculture. The moral, of course, is to ship to supervised stockyards.

The effect of the Department's rate work has been to reduce to a greater or lesser extent the rates and charges assessed against producers and shippers. It is estimated that as a result of the orders issued in formal cases and adjustments in rates made at markets following investigations there has been an annual saving to farmers amounting to approximately \$1,200,000 to \$2,000,000, depending upon the number of livestock marketed.

It is impossible, of course, to estimate how much money is saved farmers by the very existence of the Act and its deterrent effect upon sharp practices. It is safe to say that the amount is considerable. And that is why a \$7.72 award, while small in itself, actually saves producers as a whole many thousands of dollars.

(Editor's Note: Mr. Cooper is acting in charge of the Packers and Stockyards Division of the Agricultural Marketing Service.)

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Through March 1 loans made by the Commodity Credit Corporation and lending agencies under the 1939 corn loan program totaled \$120,696,-028.52 on 212,109,511 bushels.

"BARGAIN" SEEDS ARE USUALLY HIGH-PRICED

Alluring advertisements of "bargain" seeds which are beginning to appear should be critically considered by farmers before purchases are made, for past experience shows that in most cases these so-called "bargains" are the most expensive seeds one can buy. Thus does Prof. M. T. Munn, head of the seed testing laboratory at the Geneva, N. Y., Experiment Station sum up a warning on "bargain" seeds.

"In answer to inquiries regarding the quality of these 'bargains' where low price is the 'bait on the hook,' we can only say that nearly always tests have shown that the buyer has paid more per pound of pure live seed than he would have paid for the very highest grades from local seedsmen," says Professor Munn. "In addition," Munn continues, "transportation charges have to be paid, and most serious of all, these low grades of 'bargain' seeds usually contain seeds of weeds. And the stock may be low or weak in germination. Furthermore, the small advertising samples sent around with a well-written letter may bear no relation whatsoever to the seed actually delivered. In other words, pay no attention to advertising samples or to prices which make local prices appear exorbitant."

Seed buyers should keep clearly in mind the fact that the newly enacted Federal Seed Act, which became effective February 5, and which now controls interstate shipments, provides for truthful labeling of agricultural seeds shipped across State lines. While such seeds may be truthfully labeled, they may be really high in price and above all very objectionable for seeding purposes.

Reputable seedsmen are the most exacting seed buyers on the market, Munn declares, and this statement is based upon inquiries which accompanied nearly 8,000 samples of seeds received by the seed laboratory during the past 6 months from seedsmen who were endeavoring to locate the best possible sources of seeds. Many of these seedsmen complain bitterly about the inroads being made by fly-by-night concerns who come into the market with cut-rate seeds. The reliable seedsman asks only that farmers do a little pencil work before buying seeds. If they do, they will find that the best seed of the variety wanted usually costs a little more per bushel, but on the basis of the quantity of seed that will grow, the cost per pound of the best seed is nearly always much lower than the cost per pound of the cut-rate seed.

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The Interstate Commerce Commission recently refused to permit railroads to increase charges for transporting citrus fruit from California, Arizona, Texas, and Florida to destinations throughout the country. The roads proposed to revise estimated weights on citrus loaded in containers.

NORTH CAROLINA HOMEMAKERS

FIND CURB MARKETS PROFITABLE

Farm women's markets in North Carolina have become a flourishing rural profit-sharing industry, writes Cornelia C. Morris in the Extension Service Review. Not only have these markets helped to solve the farm homemakers' money problems, but they also have provided a respite from home cares. Working together with their home demonstration agents in planning and organizing the curb markets, the farm women operate the markets themselves and are having a good time doing it. Despite the hard work and long hours of preparation required to get ready for market, many of the women look forward to curb market days as their "holidays."

Some 2,000 farm women operating 44 curb markets throughout the State sold approximately \$309,000 worth of farm products in 1939 -- almost double the amount sold in curb markets 6 years ago. It is estimated that an equal amount of farm produce was sold by farm women individually and in groups through other market channels. In all the organized counties in North Carolina, whether there are curb markets or not, farm women engage in some type of marketing. They sell to individuals, merchants, hotels, and institutions by express, parcel post, truck service, and personal delivery.

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VEGETABLE MARKET OPENED

AT KANSAS CITY, KANS.,

Kansas City, Kans., which has recently opened for business one of the largest wholesale fruit and vegetable markets in the country, brings the number of cities of over 5,000 population with municipal markets to about 175, the International City Managers' Association reports. The Kansas City food terminal occupies 62 acres on the raised levee where the Kaw and the Missouri Rivers meet. It was built by the municipality with financial aid from the Union Pacific Railroad and Federal Works Progress Administration. The Kansas State Highway Commission constructed a viaduct which eliminates grade crossings at the entrance to the market property.

Planned to serve farmers and food wholesalers from 10 to 15 States in the area around Kansas City, the market contains 78 units in four main produce buildings. Each unit has an elevator, mezzanine office space, and display and storage rooms. In addition, there is a five-story cold-storage warehouse, a filling station, a telegraph office, a bank, nearly 500 stalls for truck farmers and small growers, parking space for thousands of cars, and switch tracks to bring freight cars to the market door.

Among cities which recently have constructed new markets, planned to meet changing conditions, are Memphis, Tenn.; Minneapolis, Minn.; Syracuse, N.Y.; and Grand Rapids, Mich.

MORE TURKEYS IN 1940--??

Turkey production in 1939 set a new record. In 1940 it will be even higher--between 4 and 5 percent--if the intentions of producers on February 1 materialize. Reports to the Agricultural Marketing Service from 4,550 growers indicate that they intend to obtain about 1 percent fewer poults than last year from commercial hatcheries, but to increase home hatchings about 9 percent. Growers reported 7 percent more turkey hens on hand than on February 1, 1939.

The number of turkey poults bought and home-hatched and the number of turkeys raised to market age in 1940 will be somewhat dependent on weather conditions and other unknown factors. But present reports make it seem probable that the number raised will exceed the record number raised last year, with major increases in the Central States and some decrease likely in the Far West.

At this time last year growers reported an increase of 15 percent in the number of turkey hens then on their farms, and an intention to raise 27 percent more turkeys than in the previous year. The actual increase in the number of turkeys raised last year, however, was a few percent less than intended. The increase might have been fully up to expectations if growers had been able to obtain as many turkey poults as they originally planned to purchase, but a moderate shortage of eggs and poults developed.

While the percentage increase in turkey hens on hand February 1 this year was slightly greater than the intended increase in turkeys to be raised, the less active interest displayed thus far this season in early eggs and poults makes it doubtful if the available eggs will be as closely utilized as last year. In that case, the indicated increase of about 5 percent in poults is probably a maximum.

Heavy Turkeys In Storage

A special inquiry directed to distributors having turkeys in cold storage indicates that approximately 65 percent of such turkeys on February 1 weighed 16 pounds and over compared with only 58 percent on the same date last year.

Total stocks of turkeys in cold storage on February 1 were 65,329,000 pounds compared with 28,264,000 pounds a year earlier and 28,236,000 pounds for the 5-year (1935-39) February 1 average.

The major emphasis of distribution during the Thanksgiving-Christmas season is placed on home consumption. Turkeys weighing less than 16 pounds are most desirable for this trade. Following this home buying season of late 1939, a larger than usual proportion of last year's crop which remained to go into storage was made up of the larger sizes. These sizes are used primarily by hotels, restaurants, and institutions of various kinds, both public and private, which ordinarily consume the bulk of the post-holiday supplies.

Roadside markets have already taken their place as a feature of our rural American landscape. A few are permanent, well-designed structures which permit an attractive display of the commodities for sale. Quite often, a large table is "store" enough for the farmer-merchant. The combined sales of these little producer-to-consumer markets total millions of dollars each year.

The importance of roadside markets in the merchandising of farm products was generally recognized by State agencies about 1930--approximately 10 years after the practice had gained some momentum. Several States published bulletins on the subject, and a few inaugurated cooperative self-regulation and oversight. But the last few years have seen a lag in the work of the States. Marketing Activities invites State marketing officials to submit a brief report of the latest developments in the States--these reports to be reviewed in a midsummer issue.--Editor.

Roadside Markets in 1940

. By Caroline B. Sherman

Most drivers never bother to analyze their reasons for stopping at a particular roadside market. That is, for the first time. But whether or not the motorist knows it, his buying habits have been closely observed by the successful farmer-merchant. So it is not entirely a matter of chance that more cars stop at the green and white stand on the top of the hill than at the markets on the side of the hill. All students of the subject are agreed that success in roadside markets is based upon certain fundamentals that have not changed much since the question was first studied.

Essentials Still the Same

Location is still and always will be important, not only as to distance from town and degree of traffic on the roads, but as to the exact spot on the roadside in regard to curves, use of signs, and adequate off-road parking space.

Quality and freshness among the products are essential to repeat visits and repeat orders. Interviews and testimony have brought out again and again how much stress buyers at roadside stands place on this point. This emphasis has led to the feeling in many parts of the country that good roadside stands ought to mark plainly all produce not grown locally. But consumers apparently do not bother about actual locality; they say that they drive out to get their produce in the country, first and always because of their belief that they will get fresher food with better flavor.

Prices must impress both customers and stand holders as fair and satisfactory if the business is to continue very long. No recent comprehensive surveys have been made of prices charged and received

at these markets; but the general impression still prevails that, although customers hope to get produce at lower prices by driving out for it, they are usually willing to pay something for this freshness they rate so highly. Cash-and-carry prices, or slightly more, would about summarize the general situation prevailing among the larger and more successful roadside stands.

Attractive appearance, in which neatness and courteously prompt attention play a large part, is still an important factor. Both new and old customers expect it as a rule although excellent goods may hold their own, however offered, among certain old customers. But even old customers cannot be retained unless the supply is regular and dependable. They cannot afford to drive out for something they especially want only to find it is not on sale. Sometimes it may be necessary for stand owners to draw on neighbors or other sources to keep the supply always equal to the demand.

All Regulation Declines

But if the fundamentals of roadstand merchandising have remained unchanged, the degree of cooperative self-regulation and State oversight in eastern States certainly has not. About a decade ago such work was being considered and discussed with enthusiasm all through the Northeast and as far west as Ohio. Work was inaugurated in several States, varying in exact form, but somewhat similar in general. These activities were short lived in some States, as in Michigan. In others the development of the work attained considerable popularity among buyers, authorities, and sellers. This was particularly true in the New England States, which operated more or less in cooperation, so that the State-issued signs denoting official approval had a similarity that made them quickly recognized by motorists. The details of this work with the States involved, are outlined briefly in Leaflet 68 issued by the U. S. Department of Agriculture which is still available.

With the deepening of the depression, necessary curtailment of funds, pressure of other work, and other changes, the work of this sort in nearly all States has declined markedly and in some instances has been discontinued.

Prospects for Revival of State Work

A few authorities express an intention to revive these or similar activities. The Division of Markets in Massachusetts believes roadside stands to be one of the most important factors in the future profitable development of that State. It intends to work on the question intensively as soon as practicable. In the event of the passage of a bill now pending in the legislature, that division says that it would immediately start another survey of roadside stands in the State, anticipating the publication of an up-to-date bulletin. State signs are still used.

The Bureau of Markets of Rhode Island expresses a hope to revive this work next summer in response to requests, especially as the roadside markets have taken a real part in disposing of last year's large apple crop. A few States apparently believe that the kind of work previously tried is rather impracticable under their circumstances. In occasional States certain laws entail some degree of regulation, as in Pennsylvania, where a so-called licensing and bonding act, relating to the sales of farm products, applies to roadside markets as well as to other dealers.

Improvement in Markets Evident

With the more mature development of the roadside market business evidences of improvement, growth, and stability are reported informally by several State workers. Louis A. Webster, Director of the Division of Markets in Massachusetts, writes:

"In the last few years I have had the opportunity, as a director of a production credit association, to find out very definitely that the farmers with retail outlets are the farmers in Massachusetts who are meeting their obligations and almost the only ones to do so. I would also observe that the appearance of roadside stands has changed tremendously for the better....We have literally hundreds of roadside stands in Massachusetts on numbered routes that look very much like outdoor super-markets. They are very attractive in construction, well landscaped, and practically always with parking facilities. Of course many of the large stands are obliged to buy a substantial part of their products, but really a very large part of their vegetable crop and a still larger proportion of their fruit crop is marketed at the roadside."

From Connecticut comes the word that apparently, with experience and time, most of the roadside markets with which the State previously worked have settled down to a fairly steady and fixed policy which is proving satisfactory to the operators.

As a generalization, Charles W. Hauck of Ohio, thinks it would be fair to say that, in his State, roadside marketing of agricultural products, rapidly passing out of the shack and shanty stage, is attaining much more dignity than it once had. Ohio has long reported some very large and successful roadside markets. For several years one of these has sold practically all the fruit produced by 18 growers. Several other markets are operating with varying degrees of cooperation among the producers.

"One which has been started within the last two years is located a few miles east of Cincinnati and represents an attempt to coordinate producers' cooperation with consumers' cooperation," writes Professor Hauck. "The market is maintained constantly throughout the year and

handles purchased goods out of season as well as home-grown products. The management is in the hands of the consumers' group. Purchases are made from local producers at agreed prices. As you will readily observe, there are some problems involved in this type of relationship which cannot be solved by the usual cooperative practices. The arrangement seems to be working satisfactorily thus far, however, and it may be that the management of this particular venture will be able to prevent any of these potential difficulties from interfering seriously with the continued success of the enterprise."

Business Methods Used

Business methods carefully followed, desirable for all roadside stands, are of course essential in these large enterprises. Keeping of accounts is a real job and is so looked upon by the more successful large markets. The attitude toward, and practices regarding, the use of advertising varies considerably as between markets and localities. Individuals themselves change from year to year in their opinions regarding the desirability, forms to use, and confidence in results.

Operators are increasingly realizing that consumers' wants should be definitely known and kept in mind. Here and there an attempt has been made to develop an interested consumer group at the same time a roadside marketing group is formed. Occasional farmer-salesmen realize that as they have less opportunity to mold and direct consumer preferences than have city dealers it is even more necessary that they understand the preferences that now exist.

(Editor's Note: Miss Sherman is the author of Leaflet 68--"Roadside Markets"--the first authoritative bulletin on this subject from a national standpoint. Since 1930, in addition to her other duties as Agricultural Economist, she has managed to keep informed of new developments in this particular field of marketing.)

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CORN MARKETINGS GRADING

LOWER BECAUSE OF MOISTURE

A further reduction in the percentage of corn grading No. 1 and a corresponding increase in the percentage grading No. 2 was indicated by inspected receipts at 10 representative markets during the first half of February. Heavy snows in the Corn Belt during January, followed by milder weather in February, apparently increased the moisture content of corn stored in open cribs and resulted in a lowering of the grade. The grade of current market receipts, however, is still unusually high with 98 percent grading No. 3 or better during the first 2 weeks of February.

INCREASED MILK PRODUCTION BRINGS MARKETING PROBLEMS

Milk producers in the area furnishing milk to the New Orleans Market now are facing the problems that come to all producers who build up their milk supply beyond the normal consumption requirements of their market, the New Orleans Association of Commerce finds. A few years back the supply of milk produced in the New Orleans milk shed was not sufficient to supply the city. That time has passed and milk producers now find that for about 8 months out of the year they are producing more milk than can be used in New Orleans. The disposal of this surplus milk is a problem which has disturbed farm leaders and city distributors.

The production of milk in the local milk shed this spring will probably break all records, the Association says, and millions of pounds of surplus milk will have to be used in making butter and other dairy products. Such milk has only a national market value and farmers cannot expect to force any one to handle it at a price which will not permit the sale of the manufactured products in the open competitive market. Hundreds of thousands of farmers all over the United States are producing milk which finds only a manufacturing use. Many Louisiana farmers will have to adjust their milk production operations so they likewise can sell all or a part of their milk in this national competitive market.

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VEGETABLE SUPPLIES TO BE SHORT FOR A FEW WEEKS

Vegetable supplies for the late winter and early spring market are expected to continue generally short until the first of April, the Bureau of Agricultural Economics says. Prospects for production were reduced considerably by the late January cold wave in the Southern States. The freezing weather destroyed a large acreage of tender vegetables and lowered prospective yields from the remaining acreage. The flow of many fresh vegetables to market has been sharply curtailed, and market prices have advanced to unusually high levels.

Because of the freeze damage the winter crop of Florida snap beans was reduced 60 percent; Texas beets, 39 percent; early cabbage, 9 percent; early celery, 9 percent; and early spinach, 11 percent from the indicated production of a month earlier. Florida winter pepper and tomato crops were practically wiped out. The pepper crop is likely to total only 40,000 bushels compared with 1,000,000 bushels produced in 1939. Only about 900 acres of the original 18,000 acres of Florida winter tomatoes remain, including replantings after the freeze. Practically all of the Texas spring tomato acreage that had already been transplanted was lost, but most of this acreage has been replanted.

SECRETARY WALLACE MAKES STATEMENT ON TRADE AGREEMENTS

In a recent statement before the Senate Committee on Finance, Secretary of Agriculture Wallace said:

"American agriculture is interested in foreign trade from three major points of view. In the first place, it depends upon the foreign market for the disposal of the considerable surplus of its production over domestic requirements. Second, it is interested in that type of increased foreign demand for American manufactured products that will increase payrolls and therefore improve the domestic demand for farm products. Finally, it is interested in obtaining at reasonable prices the imported goods which farmers as well as other consumers regularly purchase.

"The trade agreements program serves the interests of agriculture in each of these respects about as effectively as is possible under the circumstances which prevail in the world of today. It increases the accessibility of foreign markets for our farm products both directly by lowering trade barriers and indirectly by enabling foreigners to sell us their specialties in order to obtain dollars for use in buying our goods. It also expands exports of United States factory products, thus increasing industrial payrolls and the amount spent by industrial workers for food and clothing. By lowering our tariffs on many of the products farmers buy, it decreases farm costs. In general, it is designed to encourage healthy economic activity from which all elements of the American community benefit."

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THE CHALLENGE OF UNDER-CONSUMPTION

"If all families getting less than \$100 per month had been able overnight to increase their incomes to that level, in terms of the 1935 situation, this would have meant an increase in expenditures for food of approximately 1.9 billion dollars. The expenditures of these people would have been increased by about 51 percent. The national food bill, not counting purchases by single individuals, would have been increased 14 percent, and the health of the low-income people would have been very much improved. Families would have received directly nearly one billion dollars more in farm income. The extra demand certainly would have improved farm prices and farm income by a large additional amount. Such an increase would have been an enormous contribution to the general welfare, and would have reduced unemployment in our cities."

This is an excerpt from "The Challenge of Under-Consumption," an address by Milo Perkins, President of the Federal Surplus Commodities Corporation, at the Fourth Annual National Farm Institute, Des Moines, Iowa, February 24. Mr. Perkins' data are based on a detailed study of family incomes in 1935-36 recently made by the Bureau of Labor Statistics and the Bureau of Home Economics in collaboration with the National Resources Committee.

A DIFFERENT KIND OF MARKET REPORT

. By Harry W. Henderson

"Good Afternoon, Everyone:

"Truth is stranger than fiction. This old adage generally holds true--even in the vegetable world. No doubt many of you housewives grow flowers to some extent. Mostly as a pastime, I presume, or possibly for decorative purposes. And among your plants you probably have some morning-glory vines.

"The vari-colored, trumpet shaped blossoms of these annuals are at their best in the early hours of a bright sunny day. But when admiring this riot of color, did it ever occur to you that one of our staple vegetables is nothing more or less than the enlarged root of a vine which belongs to the morning-glory family? One guess-- Give up? Well, I'll tell you. It's the sweetpotato."

That was W. H. Mosier, beginning one of his 5-minute "Table Tips" broadcasts from WSAI, Cincinnati. Mosier went on to tell about the growing habits of the sweetpotato and ended up his broadcast with a resumé of the national sweetpotato crop situation and its effect upon the supply and prices in the Cincinnati market.

"Table Tips" had its beginning back in July 1938, when the officials of WSAI asked Mr. Mosier, Federal Market News reporter, to arrange a series of daily broadcasts from the Cincinnati fruit and vegetable market news office. The radio officials had in mind a broadcast especially prepared to assist the homemaker--something more interesting than the usual type of market report with comments and prices on a long list of commodities. Of course, it was recognized that any broadcast which tended to increase the consumption of fresh fruits and vegetables would help the farmer just as much as it would the homemaker. The first program was broadcast on July 20, 1938.

Definite Prices Taboo

These talks cover daily developments on the Cincinnati wholesale fruit and vegetable market without so much as a mention of quotations or definite prices. In presenting these programs, Mosier has tried to give the homemaker information that will help her to obtain the most economical "buys," and to add variety to her menus. Production, shipment, and unload figures are all used from time to time, but such data simply provide an interesting background before which is displayed the products in heavy supply, or news items about new products on the market.

The only program of its kind broadcast by the U. S. Department of Agriculture, it has been exceptionally well received by housewives--and by farmers and wholesalers.

Every trade has its tricks, and Mosier employs a few to make his program interesting--and to increase the consumption of fruits and vegetables. "If an unusual bit of information in regard to the history of some commodity comes to my attention," he confesses, "I immediately dress it up to serve as a background for boosting that item. This kind of material is especially valuable if it can be given a human interest or personal twist. Heavy supplies of any fruit or vegetable, of course, make the best story, particularly if accompanied by low prices. And the first offerings of the season in any line are also interesting, as well as final offerings for the season. In this connection, I try to emphasize 'your last chance to obtain supplies' of this or that commodity."

Statistics Avoided

Past experience has proven that it is advisable to avoid statistics, Mosier says, unless administered in the form of "sugar-coated pills" to impress the listeners. If properly handled, statistics may add a great deal to the broadcast. One of the most important things to remember, he says, is to make each broadcast a visit--not a lecture. The "visit" type of program builds up a desire for more information, and means a steady and constantly-growing audience.

Radio broadcasting is a little outside the bailiwick of the market news reporter. Mosier found the easiest and most satisfactory way out of this difficulty was to take courses in radio writing and broadcasting. These courses, together with the considerable amount of research necessary to find items of interest to his listeners, have gone a long way toward establishing his voice as a radio personality in the Cincinnati area.

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AAA SEED LOAN PROGRAM SPECIFIES COTTON BAGGING

Cotton bags will be specified for sacking Austrian winter peas and hairy vetch accepted as collateral by the Commodity Credit Corporation in connection with the 1940 seed loan program in the Pacific Northwest States. Specifications for the cotton bags were developed by the Southern Regional Research Laboratory, and their use in this project is another attempt on the part of the U. S. Department of Agriculture to develop new uses for cotton products.

The seed loan is part of a program of the Agricultural Adjustment Administration designed to encourage production of Austrian winter pea and hairy vetch seed in the Pacific Northwest in order to make possible greater plantings of winter cover crops in Southeastern States. Any seed acquired by the Commodity Credit Corporation in liquidation of loans will be transferred to the AAA for distribution as grants of aid under the Agricultural Conservation Program.

LETTUCE GROWING IS NOW BIG INDUSTRY

All phases of marketing the commercial lettuce crop are discussed in Technical Bulletin No. 712--"Marketing Commercial Lettuce"-- by Raymond L. Spangler of the Agricultural Marketing Service. Lettuce, the bulletin points out, is now a year-round product in our markets. It is produced commercially in about 15 States with approximately two-thirds of the commercial production centered in California. Other important lettuce producing States are Arizona, New York, Washington, Colorado, New Jersey, Florida, Idaho, and Oregon.

Commercial growers now produce in the neighborhood of 20 million crates of lettuce annually, with a value ranging from 20 million to 35 million dollars for a year's shipments. The markets recognize four types of lettuce--Iceberg, Big Boston, cos or romaine, and loose leaf--in the order of their importance. In commercial production the Iceberg type, produced largely in the West, is by far the most important.

Varieties, producing areas, and varied phases of marketing the crops are discussed in detail in the 84-page bulletin. Harvesting, grading, and packing processes are reviewed with pictures showing field handling, large-scale packing house operations, loading and icing cars, and other steps between the farm and the consumer. Tables give records of the crop movement, destination of market supplies, and prices both at shipping points and receiving markets. A description of lettuce marketing in the more important lettuce markets is furnished.

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USE OF DAIRY PRODUCTS AT NEW HIGH IN 1939

Total consumption of all dairy products, including fluid milk and cream and manufactured products (milk equivalent), established a new high in 1939, the Bureau of Agricultural Economics recently reported. On a per capita basis, the combined consumption (milk equivalent) of butter, cheese, concentrated milks, and ice cream--but not including fluid milk and cream--was the highest in over 40 years.

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MAPLE SYRUP GRADES AMENDED IN VERMONT

Changes and amendments to the Vermont official standards for grades of maple syrup were recently announced by Edward H. Jones, Commissioner of Agriculture. The amendments adopted add flavor requirements which have been lacking since the State grades were first adopted in January 1929. The amended grades coincide very closely with the Federal standards for grades of table sirup.

--PERTAINING TO MARKETING--

The following reports, issued during February, may be obtained upon request.

From the Agricultural Marketing Service:

Reliability and Adequacy of Farm Wage Rate Data. .By R.F.Hale and R.L.Gastineau

Driven-in Receipts of Livestock...By Edna M. Jordan

A New Technique for the Estimation of Changes in Farm Employment...By A.R.Sabin

Research in Sample Farm Census Methodology...By Irwin Holmes

Check List of Standards for Farm Products

From the Bureau of Agricultural Economics:

Feed Statistics--Supplement to the February 1940 issue of the Feed Situation.

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"EGG RECIPE OF THE MONTH"
POPULAR IN RHODE ISLAND

The Bureau of Markets of the Rhode Island Department of Agriculture and Conservation has started an 11-month, egg promotional campaign through the adoption of the popular and effective catch-phrase "Egg Recipe of the Month." Wholesalers and distributors of eggs, cooperatives, producers, retailers, and the chain stores have given the Bureau their wholehearted support. Because of this enthusiastic response, well over 100,000 of the February recipes were delivered direct to Rhode Island kitchens through the medium of approximately 500 retail stores and markets. To avoid duplication and waste, the attractively pictured recipes are dispersed only in the cartons of eggs. This insures 100 percent kitchen placement. No counter distribution is allowed, and the recipes are circulated only during a stipulated time--10 days to 2 weeks of each month.

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The Supreme Court, in a 5-3 decision and an opinion by Justice Roberts, recently refused to pass on the constitutionality of a Florida law providing for the fixing of minimum prices on the State's citrus fruit crops. It said that when the District Court for southern Florida held the act unconstitutional it was passing on an issue not before it. The case was returned to the lower courts for further hearings.